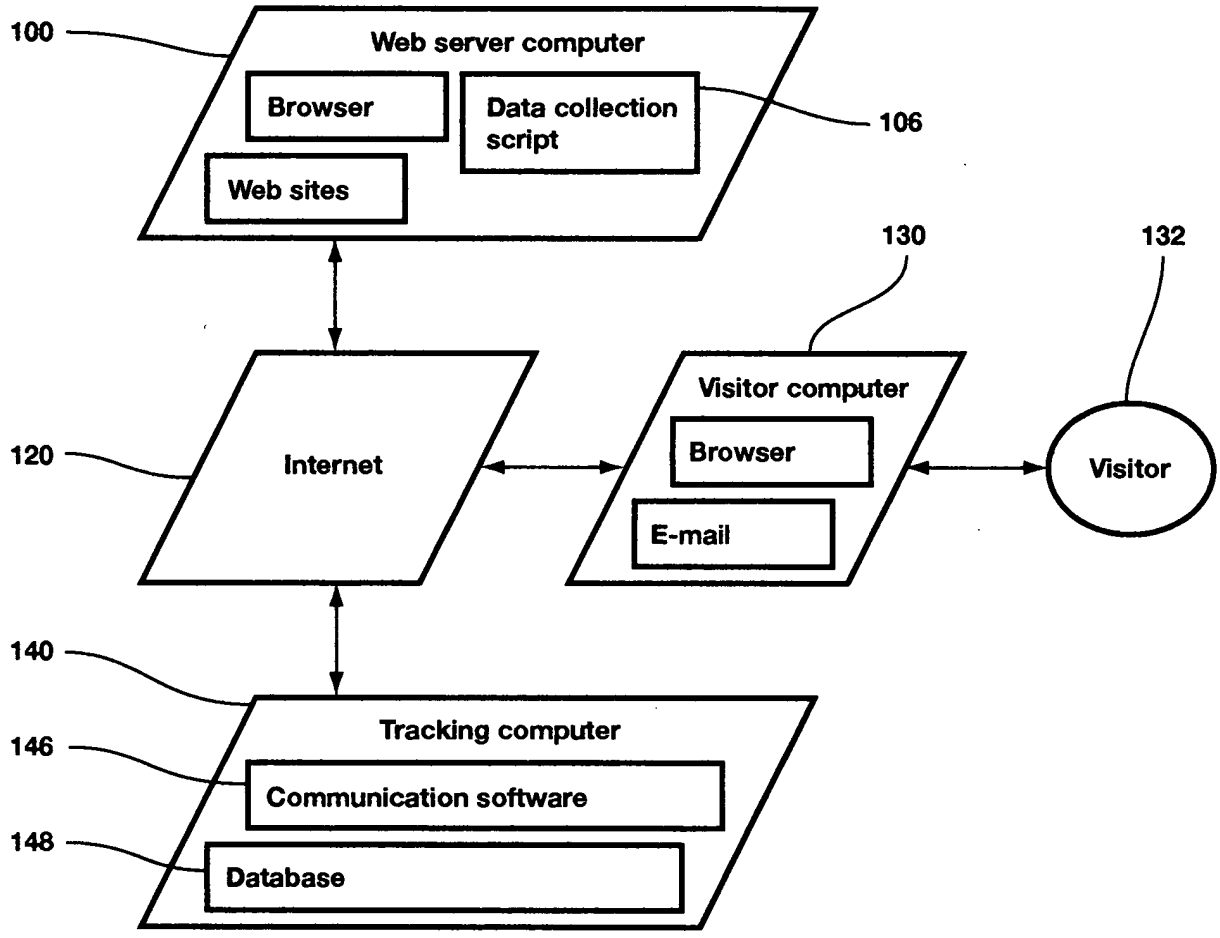
100
Web server computer
Browser
Data collection script
106
Web sites
130
132
Visitor computer
120
Internet
Browser
Visitor
E-mail
140
Tracking computer
146
Communication software
148
Database

FIG 1

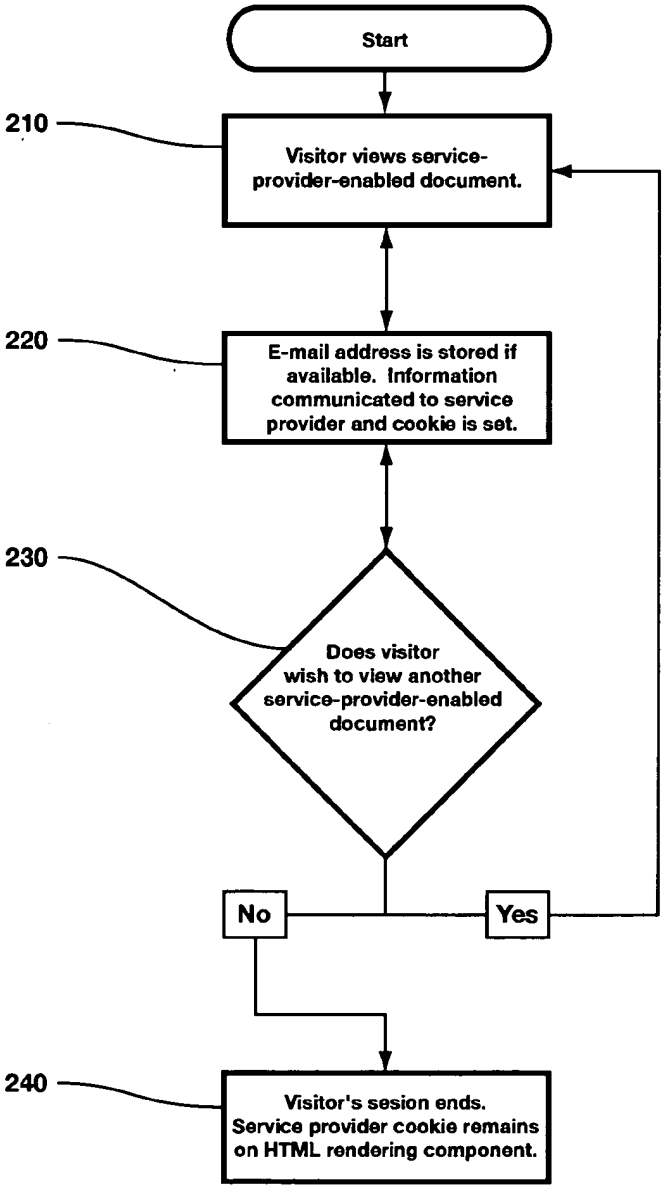
Start
210
Visitor views service-provider-enabled document.
220
E-mail address is stored if available. Information communicated to service provider and cookie is set.
230
Does visitor wish to view another service-provider-enabled document?
No
Yes
240
Visitor's sesion ends. Service provider cookie remains on HTML rendering component.

FIG 2

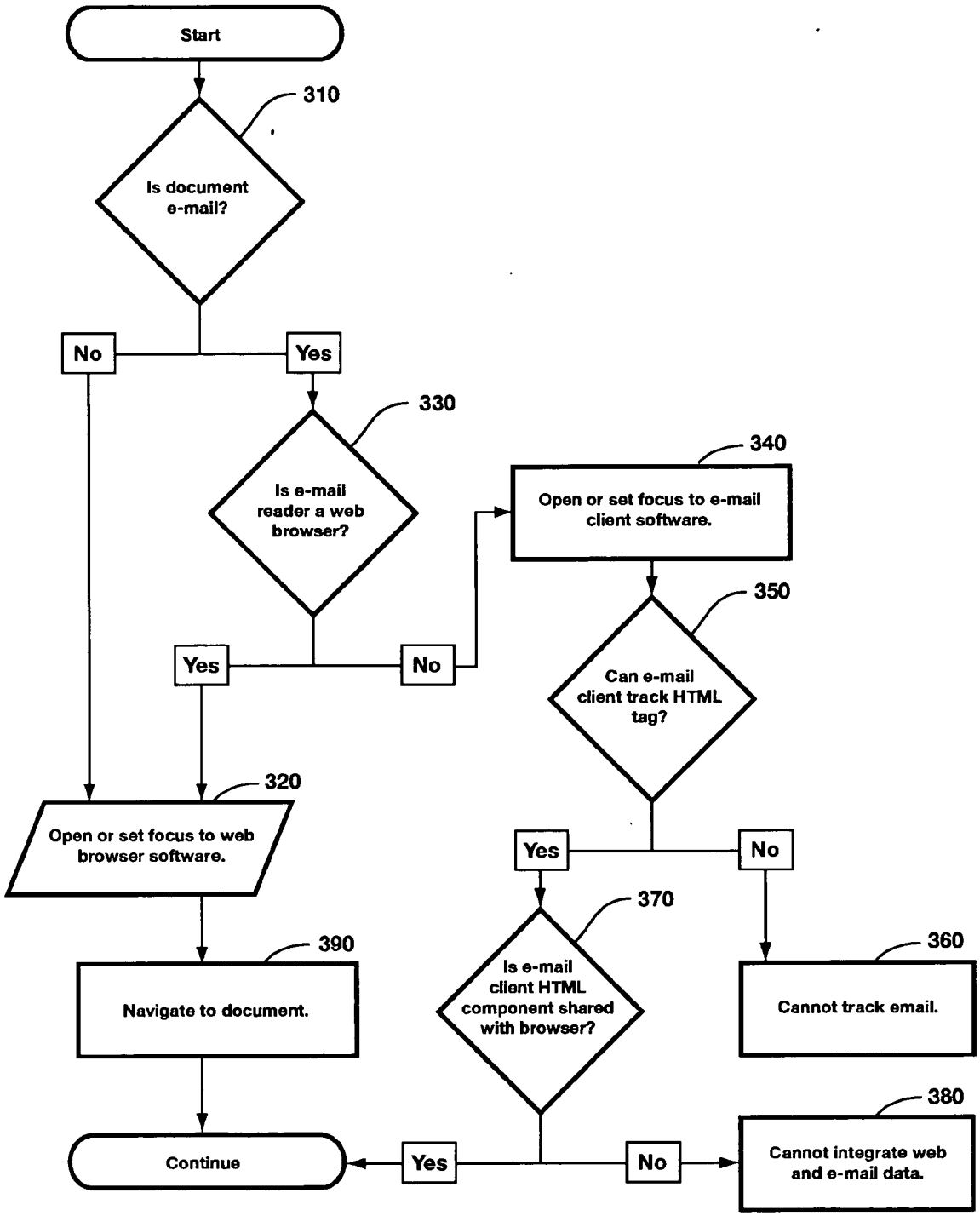
Start
310
Is document e-mail?
No
Yes
330
Is e-mail reader a web browser?
Yes
No
340
Open or set focus to e-mail client software.
350
Can e-mail client track HTML tag?
320
Open or set focus to web browser software.
Yes
No
370
Is e-mail client HTML component shared with browser?
390
Navigate to document.
360
Cannot track email.
Continue
Yes
No
380
Cannot integrate web and e-mail data.

FIG 3

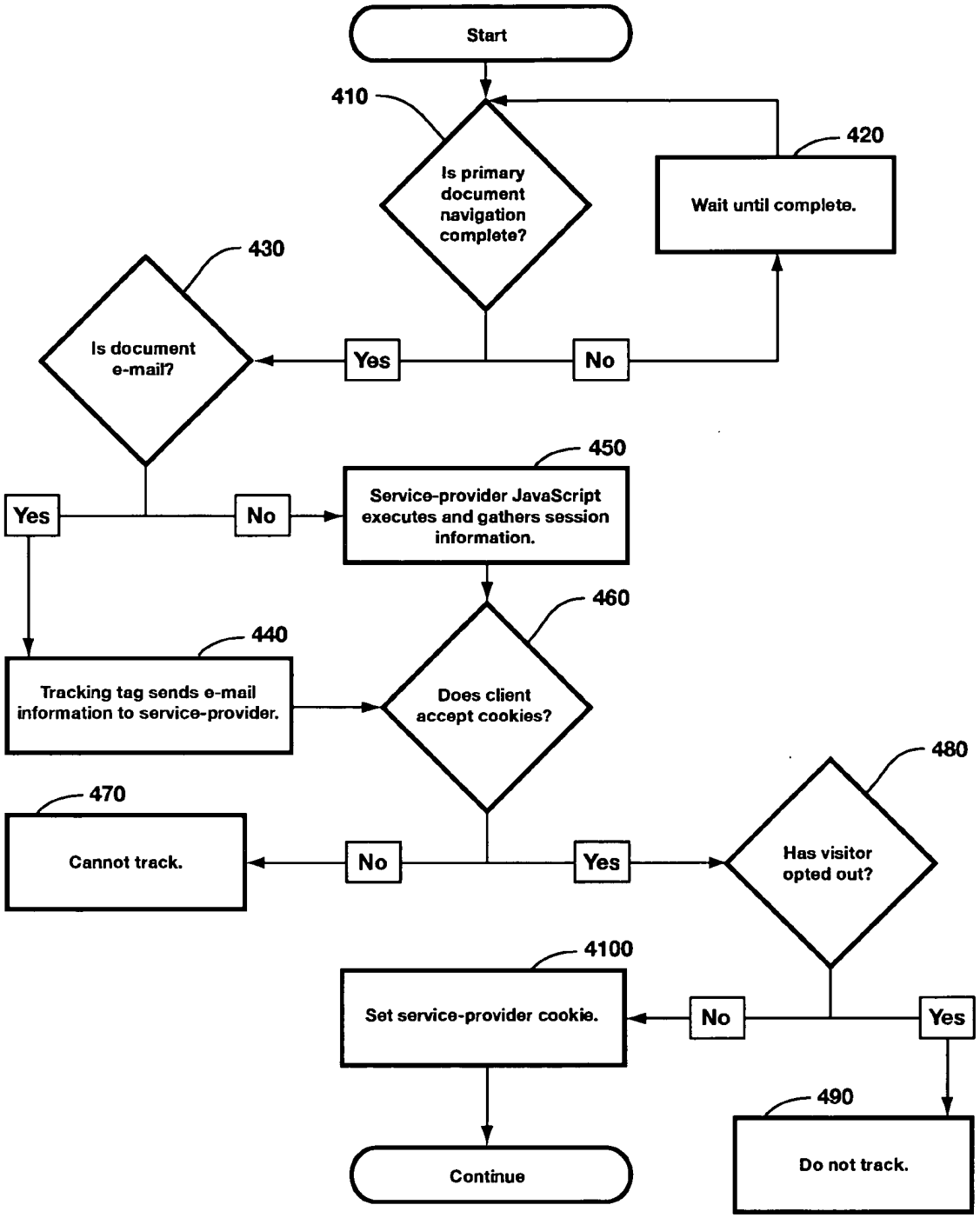
Start
410
Is primary document navigation complete?
420
Wait until complete.
430
Is document e-mail?
Yes
No
450
Service-provider JavaScript executes and gathers session information.
460
Does client accept cookies?
440
Tracking tag sends e-mail information to service-provider.
470
Cannot track.
480
Has visitor opted out?
4100
Set service-provider cookie.
490
Do not track.
Continue

FIG 4

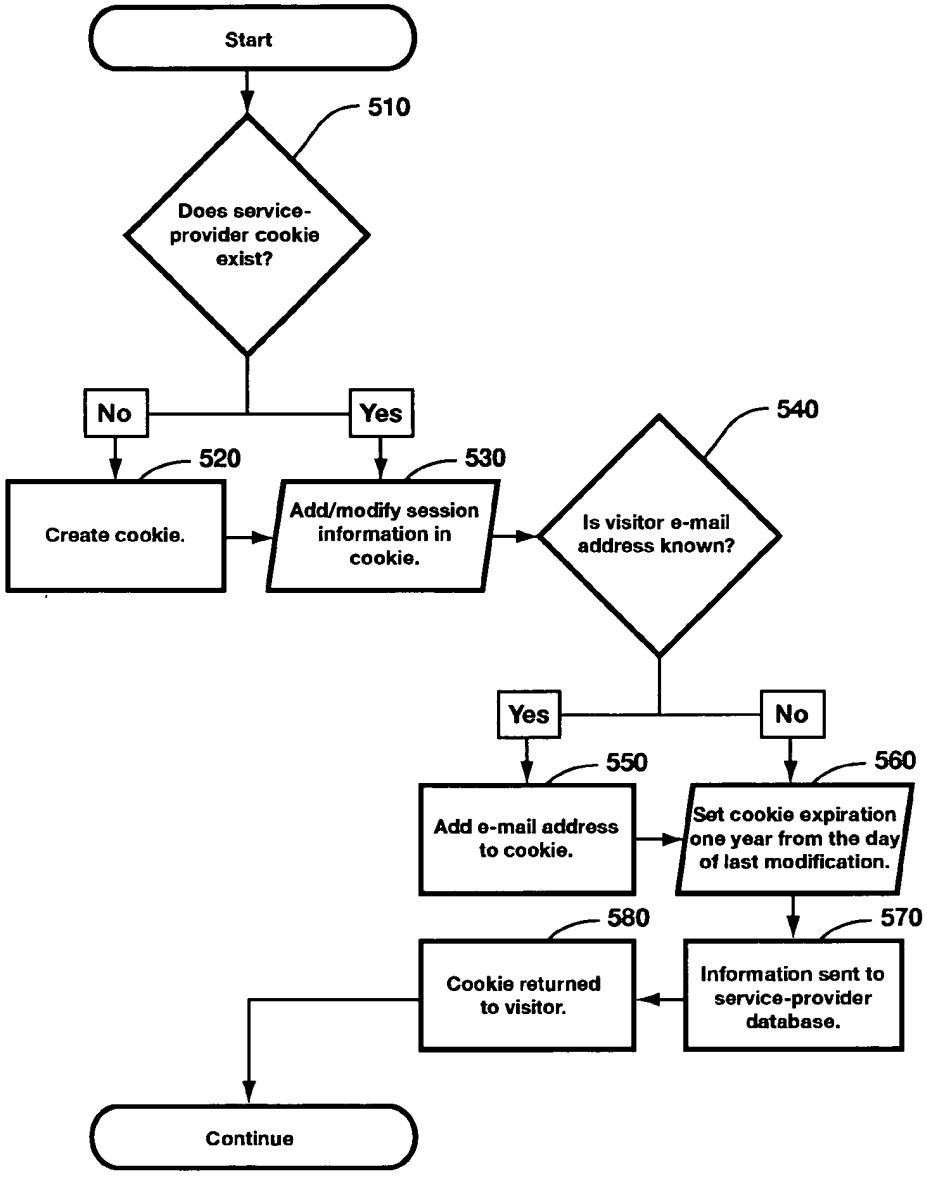
Start
510
Does service-provider cookie exist?
No
Yes
520
Create cookie.
530
Add/modify session information in cookie.
540
Is visitor e-mail address known?
Yes
No
550
Add e-mail address to cookie.
560
Set cookie expiration one year from the day of last modification.
580
Cookie returned to visitor.
570
Information sent to service-provider database.
Continue

FIG 5